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Descriptive Catalogue

AND

PRICE LIST

OF THE FAMOUS

Jacocks Mammoth Pecans

GROVES, NURSERIES AND NUTS

Originated, Grown and Introduced by

MRS. C. W. JACOCKS,

Formosa, Florida.

Sentinel-Reporter Print, Orlando.

OF PARTICULAR INTEREST.

Owing to our legislature not having made an appropriation for a Florida State Exhibit at the St. Louis Exposition, and also, taking into consideration that Florida is not in the "Louisiana Purchase," I am exceedingly sorry to say that I will have no display of my goods on exhibition at the Exposition, but will be pleased to have purchasers compare my product with any in the world.

Refer by permission to

STATE BANK, ORLANDO,
SENTINEL-REPORTER, ORLANDO.

INTRODUCTION.

It requires no introduction to my catalogue, for those who have seen my exhibits, which have taken First Premiums and Diplomas at every fair where they have been displayed, during the past four years, but for those who have not had this privilege, I will say that the Famous Jacocks Mammoth Pecans *stand without a peer*, being the largest, richest, sweetest, plumpest, nuts yet produced.

My stocks are all grown from selected nuts of my seedling trees, for a single specimen of which I have been offered, and *refused, One Thousand Dollars in Cash*, and the seedlings thus obtained and grown, are budded and grafted from the bearing woods of these fine parent and original trees.

Can you hope to get a finer grove than one made with such trees?

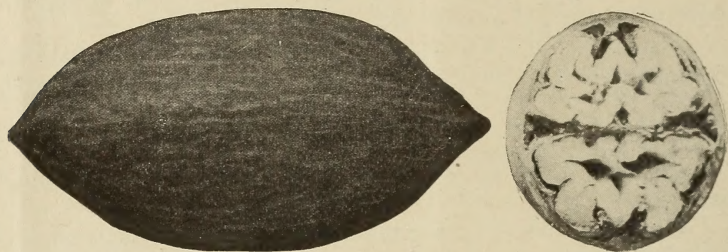
No little nursery trimmings and tops of trees not wanted, are worked upon my stocks, with which to "work" the deluded customer, who must almost solely depend upon the truthfulness of his nurseryman, for the genuineness of his trees. Hence, one cannot exercise too much precaution in the selection of his nurseryman, as well as his trees. The Pecan industry has only just begun, and those who would reap the greatest benefit must grasp the opportunity, and obtain a bearing grove of choice nuts, as by so doing, they will reap a rich reward.

Don't make the mistake which some do, of buying from an unknown source, a "tree peddler," or someone not known to be strictly reliable; for if you patronize these doubtful sources, instead of having the fine pecan grove you are looking for, you will have years of regret, and this will be passed on to those who come after you, who, instead of giving you praise, will pronounce you to have been a man of very poor judgment. Is it not so?

Now, there are those of us who are not in the "get-rich-quick" business. We never were rich, and at our time of life, we do not care to take on new habits.

Neither are we so poor, that we must cheat those with whom we have business dealings, in order to eke out a measly

existence, merely for the present, for business conducted on such an unstable basis cannot stand! It has ever been my ambition, from my earliest recollections, to excel in any and all my undertakings; and such was my aim when I took up horticulture in Florida, and particularly did I wish to see what I could do for the much neglected pecan, and after years of hard application, and much experimental work with my plans, many of which are original with me, the following pages of this little book will give you some idea of my phenomenal success, and my greatest pleasure is in being prepared to offer to the world a pecan that is, within itself, *perfection*, in every sense of the word—a nut that has every desirable attribute, both in plant, tree and fruit.



JACOCKS MAMMOTH PERFECTION PECAN, Exact Size.

The Jacocks Mammoth Pecans

are sold and will be sold under guarantee to be absolutely true to name and variety, of large, even sizes, very thin shells, ("soft shell" and "paper shell" are misnomers) rich meats of exquisite flavors, exceedingly easy of extraction from shells, which are entirely filled with their plump kernels, and remarkably free from the inside corky divisions so commonly found in pecans.

In building a pecan grove, you are building for the future, you are building for an income which will grow larger, as you grow older. But how bitter the disappointment, when your trees begin to bear, you will find inferior nuts which will find poor sale or none at all, a grove bearing all sorts and sizes, and of no standard of excellence, and practically valueless.

My several varieties of Jacocks Mammoth Seedling trees, began to bear at the remarkably young age of seven years, never failing to bear full, regular crops, each of the seven succeeding years. They are large, thrifty, magnificent trees, free from blight and insect pests. The progeny of such trees

as these is all anyone can afford to set out. I have them—examine for yourself. Details will be found in the following pages.

The Jacocks Perfection Pecans.

This variety of the Jacocks Mammoth Pecans, I will begin to introduce in the fall of 1904. It is the choicest pecan ever grown, and is so nearly perfect in every respect, that it is at once recognized to be

THE FINEST KNOWN PECAN

and has been much sought after, particularly by nurserymen; but, I will say that *The Jacocks Perfection Pecan can only be obtained of me*. I have the only bearing trees in the United States of *this* superior variety of pecans.

In the event of my introduction of this pecan, to the public, I feel assured that I am a benefactor to the whole nut producing and nut eating world, and that in this way, my name will be perpetuated, and that she who gave to the world this most choice variety of a most pleasant and wholesome food product, will be thought kindly of many, many years, after she has passed on to her reward.

But I Warn You

against purchasing "Jacocks Perfection" grafted and budded trees, from other sources—a "tree peddler" or agent, who may go around with a few nuts in his pocket, for there are various ways by which a handful of nuts may be obtained. *I employ no agents*. Purchase your Jacocks Perfection Pecans from the original source—**from the fountain head**. And because I have a monopoly in this nut and trees, will not influence me to place extraordinary prices upon them. In introducing this variety by offering grafted and budded trees, I shall make the price so low for this fine nut, that those wishing to plant pecans cannot afford to miss the opportunity, and thereby know they are making the right start.

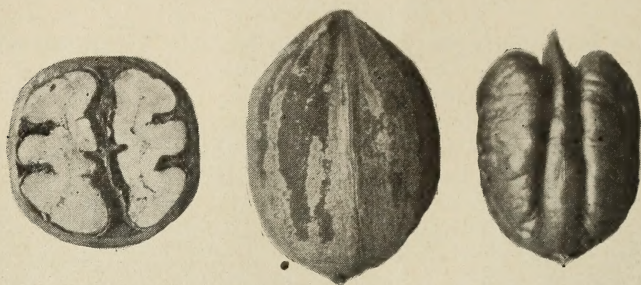
Having thousands of fine budded and grafted trees in my nurseries, besides almost half a hundred bearing trees, besides the *original*, in my groves, *of this variety alone*, I am able to offer to my customers the finest pecan in the world at a nominal price.

Description of the Jacocks Perfection Pecan.

TREE—very rapid grower, moderately spreading, exceedingly healthy, of bright green foliage which it retains in full

vigor till nuts are well ripened up, thereby being highly ornamental; very productive.

NUT—Very large, $2\frac{1}{8}$ in long by $1\frac{3}{8}$ in diameter, 28 to 32 selected nuts to the pound, broad and rather flat at the base, shell very thin and smooth to the touch, and entirely filled with a most delicious, plump, meaty kernel, whose inner partition is exceedingly thin and tasteless; kernel easy of extraction either in halves or entire. Nuts in clusters of three to nine.



JACOCKS HICKORY PECAN, Exact Size.

Jacocks Hickory Pecan.

Also introduced, *for the first time*, by me this season.

TREE—Hardy and free from blight, rapid, upright grower, with an abundance of beautiful foliage and a heavy bearer.

It appears to be a cross between the hickory and pecan, with the choicest attributes of both.

NUT—Rather small, (55 to the pound) running even in size, very thin shell, with the shape and flavor of the hickory. This nut is all meat, shell perfectly free from inner substance which allows free and easy extraction of the kernel entire. It must be seen to be appreciated. Flavor is exquisite. No grove or yard should be without it.

The "New Beveridge," "Beveridge Triumph," "McLain" and "Pride of Formosa" are all varieties of the Jacocks Mammoth Pecans, and each has its own peculiar excellent qualities. All large, fine nuts, and thin shells. There are but few of these remaining in my nurseries at present, and early orders only, will be able to obtain them. Also, to those wishing to purchase the finest Seedling Trees, grown from selected nuts of any or all my varieties, I will say that you will not regret an investment in these fine seedling trees with which to make an entire grove, or place here and there among your buds and grafts.

The Admiral Schley.

This is the only pecan I propagate except my own varieties, and it is, I think, a fine nut, and ranks next to the Jacocks varieties in points of excellence. It has been so generously described by various dealers, from time to time, that I will not attempt to further describe it, except that it is a fine nut, but not so large as my "Perfection," "New Beveridge" or "Beveridge Triumph." However, I have the genuine Admiral Schley in budded trees, propagated from my fine bearing tree, itself a scion from the original tree in Mississippi, and the only piece of propagating wood that I have ever used, other than my own.



CLUSTER OF JACOCKS' PERFECTION.

CITRUS FRUITS.

My citrus nurseries are the equal of any in the State in quality. All varieties can be furnished on demand, but particular attention is called to my



VELVET GRAPE FRUIT.

VELVET GRAPE FRUIT.

The Most Delicate and Delicious of Any Ever Offered Customers.

Fruit is large, skin thin and velvety to the touch, while the fruit cells are as tender as the most delicate orange, giving up their rich, sweet, juicy meat at a touch, while the flavor is far more exquisite than that of the ordinary fruit, or the most choice productions of the past. These points can easily be proven if the intending purchaser will visit my groves during the fruit season—from December till July—and bring with them the choicest fruit they can find elsewhere, with which to compare it. No other nurseryman ever made such a proposition as this ; *no other can.*

LOCATION.

The Jacocks Pecan and Citrus groves and nurseries, owing to their peculiar location, being a peninsula, with Lakes Formosa, Rowena and Estelle bordering on three sides, is magnificently situated, and all conditions are favorable for the very best that can be produced.

My nurseries are on soil that has been in orange groves in the very highest state of fertilization and cultivation since 1873. This soil, by its long continued, well kept, well fed condition, is rich, deep and loamy, and this renders my nursery trees the finest rooted and best nursery trees grown. I have not seen their equal elsewhere.

Is it difficult to understand the difference between trees made under these conditions and the ordinary commercial tree? To those at a distance, who would like to know more about the location of these groves and nurseries, I will say : They are situated in Orange County, in what is termed the Orange Belt of South Florida—a healthy, beautiful country.



TO CUSTOMERS.

Please carefully note the following, as by so doing misunderstandings and complications, as well as unnecessary delays and losses, may be avoided :

PURCHASERS may feel assured that all correspondence and all orders receive my personal attention, and every possible endeavor, even to the smallest detail, is made to give full satisfaction at all times. This is of greatest importance to me, as I wish to retain your good will, honestly deserved.

PRICES—Attendant success enables me to offer to the public the finest goods that can be had, and at prices so reasonable that anyone wishing to plant pecans cannot afford to miss buying of me.

STOCKS are well grown, well rooted, one and two year old, buds and grafts true to name and variety, carefully graded as to sizes. A twelve inch tree will be just as true to name as those six feet high.

TREES are dug with tap roots entire, (have dug them with roots eight feet long, one year old trees,) and purchaser can trim them just as he wishes, being largely governed by local soil conditions, drainage, etc.

NO OTHER nurseryman has ever made the above offer. Owing to the peculiar fitness of my soil for nursery purposes, I can do it.

PACKING is carefully done under best approved methods, and boxed or baled, as instructed, or as is best suited, and should there be delays or breakdowns in transportation, trees will keep in good condition, and without injury.

EARLY ORDERS—I urge you to order early ; not that I wish to hasten your patronage, but that by so doing you will be enabled to get the sizes and varieties you want. This is important. However, I never substitute varieties. But I will substitute sizes at catalogue prices, if instructed to do so.

MAIL—I do not think it advisable to try to ship trees by mail. It is very unsatisfactory.

SHIPMENTS—In order to expedite matters, orders received during the shipping season will be forwarded upon receipt of same, unless otherwise instructed. In either case full amount must accompany the order. Orders booked in advance of the

shipping season should be accompanied by one-fourth the amount in cash, and balance when shipping season opens.

The low price at which I offer these fine goods, will positively not admit of any shipping charges being paid by me. I am selling you the goods alone, and not making an allowance to one customer for the cost of transportation of goods to another. Did you ever think of it in this light? But I make no charges for packing and delivering to shipping point; that is a part of my business. Hence all shipping charges must be paid at point of destination, unless remittance for this amount accompanies order.



PECANS—ONE YEAR OLD BEARING GRAFT.
On 4-year-old stock.

I INSIST upon shipments being made by express, when at all practical.

Shipping season begins in November and ends last of March, for trees, and stock is not sent out, except in this season.

LABELING—Every package sent out is plainly and properly labeled, guaranteed to be as represented in every particular, carefully packed and shipped as instructed, over either of the competing lines of railroad.

SAMPLE NUTS—No sample nuts, less than one pound at catalogue prices, will be sent out. And if same is to be sent by mail, please let remittance also cover necessary postage and 8 cents for registration, as I cannot send nuts through open mails.

NO ORDER for less than one dozen trees will be received. If it so happens that you want only a few trees for your premises, or some favored spot, you can get a neighbor or friend to club with you, thereby using one dozen or more trees.

AGENTS—I have no agents, and hold myself responsible only for trees purchased direct from me.

APPLYING PRICES—I have placed my prices so low, for the quality of the goods, that there is really no room for margin on orders, however large; still, let me know your wants, and I will make every effort to please you.

UNDER the foregoing guarantee my liability is limited in amount to the original price received.

ALL orders sent f. o. b. at purchaser's risk. My responsibility ceases upon delivery of goods at shipping point, in good condition, and properly packed and plainly labeled.

ERRORS—If errors occur, for which I am at all responsible, I shall hasten to make it right. Should any occur from other sources, in which any reasonable effort on my part is of avail, I shall not spare the effort, but will do all in my power to aid you in the adjustment of your claims.

Unthinking ones sometimes ask me to send samples free of any and all cost and charges. If they would think for one moment they surely would see that such a request is unreasonable. Also it is quite impossible for me to select "the very largest nuts" I have gathered and send to them. How impossible it would be for me to send *the very largest* to each of several hundred persons. I therefore cannot select samples, but will send just as the yield runs; you will thereby get a better idea of just what you may expect of your trees, should you buy of me.

INSTRUCTIONS FOR PLANTERS.

Location, soil conditions, drainage, etc., are so different, it is useless to attempt to give instructions to planters, except those which may be generally applied.

Prepare land by having clean, in good tillage, having been deeply broken. If in land unused, or newly acquired from forest, spaces four feet square can be deeply spaded, at intervals where trees are to be put ; if forest land is to be used, fell all tall timber, shrub off, then prepare spaces and set trees ; they can then be establishing themselves, while you are removing timber, brush, grubbing, and otherwise getting soil in proper condition for crops you may wish to raise between your rows of trees while they are growing and developing.

Trees should be thirty-five or forty feet apart, either in squares or triangles. If the latter is adopted you will have more trees, and yet each tree will have as much room. Get a surveyor to lay out ground for you ; he will do it quickly and accurately. Dig holes large enough to admit of all feeding roots to be spread laterally and naturally. This can be done, by filling and laying, and wetting down, from time, to time, as hole is being filled ; doing this as nearly as you can with all top soil, using no trash or fertilizer of any nature.

Have hole deep enough to admit of a good, generous length of tap root. Use one bucket of water as you fill in and settle your tree, and another should be poured in the slight basin that has been formed in giving finishing touches. When all water has settled away, mulch with dry earth.

Cut away any little bits of bruised or broken roots, and as much of the tap root as you do not wish. Roll trees in wet bags, moss, or any moist substance while holes are being prepared, and immerse them in a barrel containing water just before planting.

All trees sent out are one and two year old stocks. As a general rule it is impractical to handle older trees grown in this soil.

There is no material difference between a bud and a graft ; they are merely propagated at different seasons, and are virtually the same, and either on these fine stocks will bear in three to five years, largely owing to the care they receive.

My grafting is done three to eight inches beneath the surface, and care should be used in setting tree just as deep as it was before, which is plainly designated by surface line on stem of tree.

Each of three succeeding years I have had one-year-old grafts and buds to bear considerable quantities of nuts; these were on four and six year old stocks, however. But this year I have a tree that was top-grafted, about twelve feet from the ground in February, and it now (June) has many beautiful clusters of nuts upon it. Who can beat it?

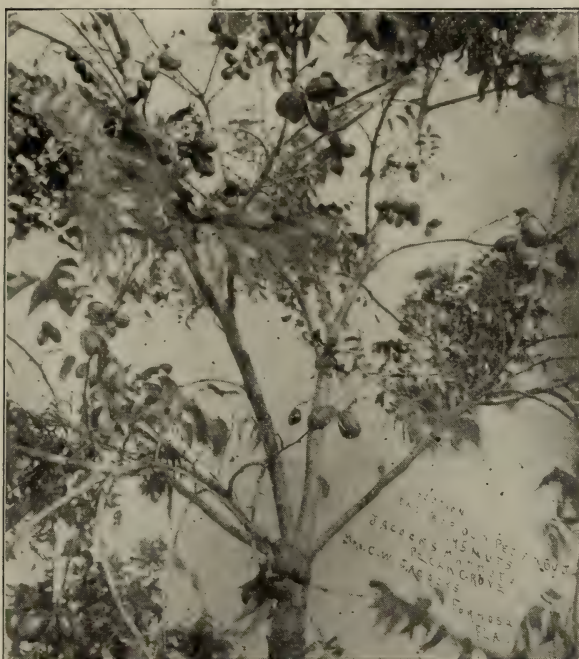
Care of trees when received:—If not ready to plant “heel in,” by burying roots of trees at an angle of 45° and moderately wet down. If frozen, bury entire tree till all frost has been expelled. After trees are set out, do not fertilize till they are well established, or for several months, and then let it be very carefully done, until they are well started.

Planting Nuts:—Prepare soil in rich loam by having clean and well pulverized, and plant nuts eight inches apart in seed rows, about as deep as corn, using tobacco dust or castor beans for ground moles.

Rule for Number of Trees to the Acre.

RULE—Multiply the distance in feet between the rows, by the distance apart in the rows, and the product will be the number of square feet for each tree. Divide this by the number of square feet in an acre (43,560) and this will give you the number of trees to the acre. This is for planting on the square.





SECTION TWO YEAR OLD JACOCKS MAMMOTH PERFECTION PECAN
BUD ON 4 YEAR OLD STOCK, BORE 195 NUTS.

PRICE LIST

of the Foregoing Trees—Buds Grafts and Seedlings.

JACOCKS PERFECTION.	
<i>Buds & Grafts</i>	EACH.
One to two feet.....	\$1 00
Two to three feet.....	1 25
Three to five feet.....	1 50
Upwards.....	2 00

JACOCKS HICKORY PECANS.

One to two feet.....	1 00
Two to four feet.....	1 25
Four feet and up.....	1 50

OTHER VARIETIES OF JACOCKS MAMMOTH.

One to three feet.....	1 00
Three feet and up seedlings.....	1 25

SEEDLINGS.

Fine one-year-old seedlings of any of above varieties....	50
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ADMIRAL SCHLEY. BUDS.

One to two feet.....	75
Two to three feet.....	1 00
Three feet and up.....	1 25

Nuts for Seed

Owing to the large number of trees I now have in bearing, I have somewhat reduced the price of these.

	PER POUND.
Jacocks Perfection.....	2 00
Jacocks Hickory Pecan.....	1 00
Other Varieties of Jacocks' Mammoth Nuts.....	75
One pound of all the above varieties mixed.....	1 25
Fine eating nuts or to plant for stocks	25

Citrus Trees

Velvet Grape Fruit, May and June buds on one year, sour orange stocks, well rooted.....	25
Prices on other citrus trees quoted on application.	

N. B.—Every inch of propagating wood to make all the above trees, was *taken from bearing trees* on my place, and stocks grown from large selected nuts.

Prices of bud and graft woods furnished on application.

Also fine, well grown Camphor trees, two years.... 10cts each
Catalpa Speciosa seed..... 10 cts per pod, post paid

These pods contain dozens of seeds.

In Conclusion.

I thank those customers who have so generously patronized me in the past and feel sure of their continued orders, and I respectfully request those intending to purchase pecans or citrus trees, to consult me before placing their orders. I am sure it will be to their interest to do so.

MRS. C. W. JACOCKS,
Formosa, Orange County, Florida.

Formosa, Orange Co., Florida.

County.....State.....

Bank Draft, \$ Date

No order received for less than one dozen trees.

[illegible]

Variety	No. of Lbs.	Price per lb.	Total.

MRS. C. W. JACOCKS,

Formosa, Orange Co., Florida.

County.....State.....

Bank Draft, \$..... Date

No order received for less than one dozen trees.

[illegible]

Variety	No. of Lbs.	Price per lb.	Total.

